

Kiplinger looks to the future:

**MORE
BOOM
AND
INFLATION
AHEAD**

and what you can do
about it

(see details inside)

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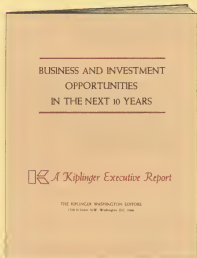
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This enlightening 10-year forecast will help you judge how future developments will affect YOU or your business . . . so you can prepare in advance to profit from them or, in some instances, to protect yourself from them.

The study was undertaken as a supplementary service for regular subscribers to the Kiplinger Washington Letter. And hundreds ordered EXTRA copies at \$2.50 each for associates and customers.

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THE KIPLINGER WASHINGTON EDITORS
1729 H Street, N. W., Washington, D. C. 20006

American business faces an era of rapid expansion just ahead . . . an era that will see many changes in customer preferences and demands. Changes which may require adjustments in your production, sales, distribution and accounting methods.

Here, for example, are some of the specific changes ahead, as predicted in this report:

- *POPULATION . . . the age groups where increases will or will not occur. (Will require constant flexibility of your marketing plans.)*
- *MARRIAGE RATE . . . projections to help you estimate future demands for housing, household goods, appliances, etc.*
- *COMPOSITION OF THE U. S. FAMILY . . . changes that will affect family needs, wants, future spending patterns.*
- *CHANGING CONSUMER TASTES . . . why, when, where, in what way. (More market research will be needed to keep abreast.)*
- *PERSONAL INCOMES . . . spendable income after taxes . . . savings.*
- *LABOR, EMPLOYEE POLICIES . . . work week, vacations, retirement. (A very significant factor in the way people spend money.)*
- *TOTAL PRODUCTION . . . gross national product. Tremendous rise.*
- *INDUSTRIAL PRODUCTION . . . PRODUCTIVITY PER CAPITA. . . up, up.*
- *GOVERNMENT SPENDING . . . DEFENSE SPENDING . . . STATE AND LOCAL SPENDING . . . effects on over-all business activity.*
- *DIFFERENCES between this boom and past boom periods.*
- *CHECKLIST of the outlook for 34 industries, industrial groups, specific products and services.*
- *REFERENCES you can use for more detailed study and planning.*



THE KIPLINGER WASHINGTON LETTER

1729 H Street, Northwest, Washington, D.C. 20006

MORE BOOM AND INFLATION AHEAD...and What YOU Can Do About It

Right now, we are in the midst of the biggest boom this country has ever known. And more is coming...along with more inflation.

Those who prepare for the boom times ahead will reap big dividends for their foresight...and avoid the blunders others will make.

You'll get the information you need for this type of planning in the Kiplinger Washington Letter...and the enclosed form will bring you the next 26 issues of this helpful service on a try-out basis. The fee: Less than 50¢ per week...\$12 for the 6 months just ahead.

During the depression, in 1935, Kiplinger warned of inflation and told what to do about it. Those who heeded his advice are well off today.

Again, in January of 1946, Kiplinger renounced the widely-held view that a severe post-war depression was inevitable. Instead he predicted shortages, rising wages and prices, a high level of business. And again, those who heeded his advice were able to avoid losses, to cash in on the surging economy of the late 40's and the early 50's.

And now the new boom and inflation which Kiplinger has consistently predicted since 1957 is here, and more lies ahead. In his weekly Letter to clients he points out profit opportunities in the future...and also dangers.

The Kiplinger Letter not only keeps you informed of present trends and developments but gives you advance notice of new government policies... political moves and their real meaning...money policy...foreign affairs... investments...union plans and tactics...employment...wages...anything that will have an effect on you, your job, your personal finances, your family.

To take advantage of this opportunity to try the Letter and benefit from its keen judgments and helpful advice during the fast-changing months ahead...fill in and return the enclosed form along with your \$12 payment. And do it with this guarantee: That you may cancel the service and get a refund of the unused part of your payment, any time you feel it is not worth far more to you than it costs.

I'll start your service as soon as I hear from you, and you'll have each weekly issue on your desk every Monday morning thereafter.

Sincerely,

Boyce Morgan
Vice President

BBM:kmb